Join the conversation
MeCast for MyData is available now

Available on the App Store
For the purpose of today, we will define ‘design’ as the deliberate practice of solving complex human problems.
Today’s Format

1. The Problem
2. Onboarding
3. Dynamic Consent
4. Frequency of Use

The topics we’ll cover

The impact of cognitive load

Is there a Problem Worth Solving?

Define a privacy enhancing “Hook”

The activity you’ll collaboratively engage in
About me

Nathan Kinch

Head of Experience and Labs

Before...

Entrepreneur in Residence

Product Evangelist

Founder and CEO
Problems Worth Solving...

Jobs to be Done - understanding the situational context and human motivation

Main Job to be Done
- Functional Aspects
- Emotional Aspects
- Personal Dimension
- Social Dimension

Related Jobs to be Done
- Functional Aspects
- Emotional Aspects
- Personal Dimension
- Social Dimension

For more, refer to innovatorstoolkit.com/content/technique-1-jobs-be-done
Example Job Story

Situation

When I’ve forgotten my daughter’s birthday, and it’s the very last minute, I need to get something delivered to my current location that I know she will love, so that she feels truly special and has a wonderful day.

The need

The motivation
Problems Worth Solving...
Importance vs. Satisfaction - Identifying propensity for change

\[
\text{Sum of } n \text{ responses} \\
\hline 
\]

\[n \text{ (total number of responses)}\]
Example Survey

How **important** is it to you that you’re able to verify who you are when making online purchases?

![Rating scale with 10 marked as very important]

“It’s super important. I do everything online and often things are very time sensitive.”

How **satisfied** are you with how you’re currently able to verify who you are when making online purchases?

![Rating scale with 2 marked as not satisfied]

“It really sucks. I either login with Facebook and give up all my information, or I spend ages filling out forms...”
Problems Worth Solving...

It’s all about the sweet spot

![Graph showing the relationship between Importance and Satisfaction, with points indicating Overserved, Served Right, and Underserved areas, and a highlighted The Sweet Spot area.](image-url)
Bonus
Identify key job competitors

Once the Job to be Done is understood, identifying actual competitors becomes much easier...

For more, refer to Strategyn.com/jobs-to-be-done
Activity
Determine your Importance vs. Satisfaction Score

Importance

Satisfaction

What’s the average?

What’s the average?
Activity

Plot the average score on the PWS Graph
Do you have a Problem Worth Solving?